



Your Executive Branding Program Checklist

Use this as an interactive checklist to document your progress in creating your personal brand.

1

- ☐ Enrollment (Sign Client Agreement via DocuSign & [Read Welcome Letter Page](#))
- ☐ [Schedule Introduction Call](#) with Executive Branding Coach, Katrina (Kat) Paz
- ☐ Watch Tammy's Resume Application instruction Video and [Start the Resume Application Survey](#).
- ☐ Complete the Resume Application Survey (at your pace, but typically ~2 weeks)

2

- ☐ Schedule Resume Preparation Sessions with Kat (usually 4 sessions)
- ☐ Complete Resume Preparation sessions with Kat

3

- ☐ Meet with Video Coach, Steve Washer about your first video
- ☐ While your resume is being written, [CLICK HERE for your activity assignment](#)

4

- ☐ Receive 1-Page Functional Resume from Tammy via email
- ☐ Attend Resume Presentation (final editing) session with Tammy and Kat on Zoom

5

- ☐ Receive chronological resume from Kat via email
- ☐ Edit chronological resume as needed (with Kat via email) and submit final approval to Kat

6

- ☐ Provide your LinkedIn login information to Kat via email
- ☐ Meet Kat for LinkedIn Profile Presentation and Final Approval
- ☐ Work on video stories 2 and 3 with Steve

7

- ☐ Schedule your Audio Business Card Session & fill out ABC Worksheet on your own
- ☐ Meet and Complete your Audio Business Card with your coach or Brian on Zoom

8

- ☐ Revise and rehearse video stories 2 and 3 on your own
- ☐ Record videos 2 and 3 on your own and with Steve



- ☐ Congratulate yourself on having a compelling personal brand and talk to Tammy or Brian about Networking Superhighway

Executive Branding Coach: Kat Paz kat@careerresumeconsulting.com

For Questions About: Resume Application Survey ♦ Career History ♦ Resume ♦ LinkedIn Profile ♦ Audio Business Card

Video Creation Coach: Steve Washer at steve@careerresumeconsulting.com

For Questions About: Video Creation ♦ Video Scripting ♦ Video Recording

Office Manager: Lacey Schichi at: lacey@careerresumeconsulting.com

For Questions About: Billing ♦ Scheduling ♦ Customer Service